

THE CANADIAN
NEWSPAPER DIRECTORY,

OR

ADVERTISERS' GUIDE :

CONTAINING A COMPLETE LIST OF ALL THE NEWSPAPERS IN
CANADA—THE CIRCULATION OF EACH—AND ALL
INFORMATION IN REFERENCE THERETO.

BY W. MEEKE.

TORONTO, C. W.

TORONTO :

BLACKBURN'S CITY BEAM PRESS, YONGE STREET

1858.



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TO PROPRIETORS OR EDITORS.

The Subscriber begs to acknowledge with many thanks the kindness of those Journalists, through whose very obliging and gentlemanly manner, the work connected with this Publication has been greatly facilitated, and to those who have adopted an opposite course, he would merely state his conviction, that they nevertheless will here find their respective sheets faithfully represented, by their obedient Servant,

WM. MEIKLE.

TO ADVERTISERS.

Knowing that very fabulous statements, regarding circulation, are frequently made to unwary advertisers, and as this is a matter of the highest importance, effectual means have been taken to obtain the actual extent of each, in nearly all cases; the author having aimed most particularly, by every lawful endeavour, to ascertain the real facts, sparing neither expense, time, nor trouble, in order to make this work as reliable and correct as possible. It will be observed that, in some few instances, the circulation is not given, and in others the religious or perhaps political views, for which one or both of the two following reasons may be assigned, viz. :—the information received was not satisfactorily corroborated, or that by special request, some particulars have been withdrawn; both these reasons will properly apply to some of the Montreal papers, and in justice to advertisers as well as some candid journalists, it must be stated that the circulation of a few daily issues there range nearly on a par, and that of the highest (at this date October 1857,) does not reach one thousand actual subscribers; however, the tri-weekly editions, in some instances, reach nearly two thousand, and those of semi and weekly, much more.

INTRODUCTION.

Early in the present year (1857), the Subscriber first entertained the idea of getting up a publication of this description, as well to gratify his own curiosity, as to assist the advertiser, and give publicity regarding the extent, importance, and general stamp of Canadian Newspapers. As a production of this nature has never before been attempted in Canada, few, indeed, can form any adequate conception of the amount of actual outlay, (independent of the personal trouble and perplexing difficulties) which such has incurred. During, and since the month of March, (1857), a number of respectable and suitably qualified assistants in different parts of Canada have been engaged in obtaining and reporting particulars respecting each journal. It, however, became necessary that such should be greatly condensed in order to confine the publication to anything near the size contemplated. Thus many somewhat lengthy plaudits or declamatory paragraphs relating to character or merit, have in a great measure been excluded, as well as those appendages which were more witty than actually useful, and jests at which some might possibly have taken offence. It is therefore not expected that this pamphlet will have an exhilarating influence with the reader, nor is it designed to suit the taste of those who have a particularly partial gout for very polite, fashionable, or humorous writings, but it is hoped that the incontrovertible facts given in the plainest terms, may prove at least a convenience, and one which may be appreciated by those for whose use they are chiefly intended. If sufficiently encouraged, another edition will be published at some future date, which will contain a much greater amount of matter than is given in the present.

W. MEIKLE.

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THE
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1. *Advance*.—A weekly paper published in Barrie, County of Simcoe, \$2 per annum in advance. In politics it may be termed Liberal, and takes no particular side on religious subjects. It is printed in one of the oldest settled Towns north of Toronto, and circulated through an important and wealthy district. The regular subscribers number 1,000. For advertising charges see letter B. Business cards inserted by the year.—R. J. Oliver, Publisher and Proprietor.

2. *Argus*.—A daily and weekly journal, published in the city of Montreal. Daily \$6, half-yearly in advance; weekly, \$1 50 per annum in advance, or \$1 per annum to clubs of seven. The daily is a small sheet compared with some of its cotemporaries, but generally regarded as good authority, and has a fair circulation in Montreal and some other eastern towns. The weekly is a large sheet, and more extensively patronised in the surrounding country. It is a good family journal, but claims to be neutral, or at least, not sectarian on religious subjects, although it is evidently Protestant to a greater or less degree, and advocates Reform in politics. Advertisements inserted at rate agreed upon by Montreal Press.

3. *Advertiser*.—A weekly paper, published in the town of Guelph, County of Wellington; \$2 per annum. This paper commands a

large share of advertising patronage, and stands high in favor as an advertising medium. Circulation somewhat over 1,000. It is in political matters a Reformer; on religious subjects, Protestant. For advertising rates see letter A.

4. *Atlas*.—A tri-weekly journal, published at Port Hope, County of Durham; \$5 per annum, or \$4 per annum if paid in advance. It has a fair circulation in and around the county, also in the western portion of the Province. In politics it may be called a Liberal Conservative, and upholds Protestant views of religion. Advertising rates same as described under letter A.—Charles Rodger & Co., Publishers.

5. *Advocate*.—A weekly paper, published in Lindsay, in the United Counties of Victoria and Peterboro; \$1 per annum in advance, or 10cts. per month additional while left unpaid. This sheet advocates Independence in politics, or may be termed a Liberal. On matters of a religious nature it supports Protestantism. Its circulation is about 500. The advertising rates are same as described under letter B.

6. *Advertiser*.—A weekly journal, published at Waterloo, C. E., County of Sheffield; \$1 50 per annum in advance. It claims Independence in politics, and professes strict neutrality regarding religious matters. The first issue made its appearance on 11th Jan., 1856, with a small circulation, which now (Oct. 1857) numbers about 1000, principally throughout the Eastern Townships, which is acknowledged by many to be the garden of Lower Canada. The advertising rates are about 6 per cent less than described at letter B. Yearly advertising, 1 square (20 lines,) \$12; a quarter square, \$4.

7. *British Whig*.—Published in the city of Kingston, County of Frontenac. Daily, \$6; weekly, \$2 in advance. It is a Protestant journal, but might almost be called non-religious, chiefly devoted to the mercantile and agricultural interests. The daily has a good circulation in the city. For advertising rates see letter A.—E. J. Barker, M. D., Editor.

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8. *British Standard*.—A weekly journal, published in Perth, County of Lanark; \$1 50 per annum in advance. A Moderate Conservative in politics, and thoroughly Protestant on religious matters. It stands high in public estimation in and around the county. It is extensively patronised by wealthy farmers and others. The proprietor offers to accept farm produce as payment, a privilege seldom met with. The circulation amounts to about 1000, and from the straightforward manner in which it is conducted, will no doubt, rapidly increase,—making it a safe and effectual medium for advertising, the rates of which are somewhat different from the general charges, viz: 6 lines and under, for first insertion, 75cts, and 20cts. for each subsequent insertion; above 10 lines, 10cts per line, and 3cts per line each subsequent insertion. Terms are advance payment. Editorial notices, for private interest, considered as advertisements, and charged accordingly. Yearly advertisements, 1 column, \$50; quarter column, \$20; quarter column for 3 months, \$10.—T. Cairns, Publisher; Richard Shaw, Proprietor.

9. *Brant Herald*.—A journal published in the town of Brantford, County of Brant, by Oliver & Humphries. Semi-weekly, \$3; weekly, \$2 per annum in advance. It is a Protestant journal. For advertising charges see letter B.

10. *Backwoodsman*.—A Protestant weekly journal, published in Elora, County of Wellington, C. W.; \$1 50 per annum. It advocates Progressive Reform in politics, and has a circulation of about 700 or 800. Small advertisements, see letter A; for a square of 16 lines, \$5 per annum, or for a column, \$40 per annum.

11. *Beacon*.—A large weekly journal of 32 columns, published in Stratford, County of Perth, C. W.; \$2 per annum, strictly in advance. In politics it is Independent, or Reform, believing that party spirit is the madness of many for the gain of a few. It is a stout supporter of Presbyterianism, and has now an increasing circulation of about 1000. It is largely patronised as an advertising medium. For rates of charges, see letter B.—William Mowat, Publisher.

13. *Bas Canada*.—A journal of a Rouge cast, lately destroyed by fire. See successor, at No. 198.

14. *British Standard*.—Now changed to the *Atlas*, for particulars of which, see No. 199.

15. *British Canadian*.—A weekly journal, published in Sandwich, County of Essex; \$3 per annum, or \$2 per annum if paid in advance. This sheet is Moderate on political matters, rather inclining to Reform. It is quiet on points of religion, holding a somewhat neutral position. It has a circulation approaching to 500, chiefly within the county, besides not a few in Western Canada and different parts of the United States. Advertising rates same as described under letter A.—W. H. Wilson, Editor and Proprietor.

16. *Chronicle*.—A weekly newspaper, published in Bradford, County of Simcoe; \$2 per annum in advance. For advertising charges, see letter A.—R. Goldie, Publisher.

17. *Constitutional*.—Published in St. Catharines, County of Lincoln, C. W.; \$2 per annum. It is a weekly journal, supports Conservative and Protestant principles. It is the only Conservative sheet printed in the Counties of Welland or Haldimand, has been about 8 years in existence, and has a healthy circulation of something over 1200. Business cards inserted for \$4 per annum; special notices, as may be agreed upon. For ordinary advertisements, see letter B.

18. *Canadian Statesman*.—Published in Bowmanville, County of Durham, a weekly family journal, at \$2 50 per annum, or \$1 75 in advance. On religious subjects it is voluntary, or not sectarian, but conducted on Protestant Scriptural principles, advocating Reform in morals and politics. No patent medicine or liquor advertisements inserted under any consideration. For rate of advertising see letter A. Its circulation is between 700 and 800.

19. *Commercial Advertiser*.—A daily journal, published in the city of Kingston, County of Frontenac, by W. Armstrong.—

Daily, \$5 ; weekly, \$2. The political principles of this paper are Moderate Conservative. The daily is chiefly devoted to news and matters of a commercial or mercantile nature. It enjoys a fair circulation, and a liberal share of advertising patronage. For advertising rates see letter B.

20. *Commercial Advertiser*.—A daily journal, published in the city of Montreal, C. E. ; \$5 per annum. In political controversies this journal professes to take no part—it is chiefly devoted to advertisements and news. From a perusal, however, of its general contents, it may be gleaned that, regarding politics, it is a consistent supporter of Liberal Conservatism, and on subjects of a religious nature, Protestant. It is got up and conducted in a very creditable manner, and is patronised very extensively by the merchants, and others, in the city, among whom it enjoys a circulation not exceeded by any other journal, independent of those mailed to subscribers, exchanges, &c. Its circulation in the country is small, but as a city advertising sheet, it is not surpassed. Advertising charges same as described under letter B. The rate per square (Nonpareil) \$25 per annum.

21. *Courier*.—A weekly journal, published in Perth, County of Lanark ; \$2, or \$1 per annum in advance. This sheet, in a strong and upright manner, upholds the Protestant faith. On political subjects it may be termed a Reformer, or very Liberal Conservative. It is now in its 24th vol. ; was started by Mr. J. Cameron, and afterwards, was published for about two years by the Hon. Malcolm Cameron. It has gained rapidly in favor since being conducted by its present enterprising editor, Mr. Chas. Rice, and is now printed by steam. It has a wide circulation, numbering some 1800 or 2000. Rates of advertising same as described at No. 8.

22. *Commonwealth*.—A weekly journal, published in Whitby, County of Ontario, the name of which is now changed. For particulars, see No. 133.

23. *Courier*.—A weekly paper, published in Brantford, County

of Brant; \$2 per annum. This paper has been in existence some ten years, the first few of which its circulation was comparatively trifling. Upon its own merits, it has, however, gradually increased both in influence and circulation, which latter now amounts to about 2000. It enjoys a good share of advertising patronage, and the success attendant on the enterprise has induced the proprietor to contemplate issuing a semi-weekly edition at an early day. It is an advocate of Conservative principles, and a supporter of Protestantism. For advertising charges see letter B.

24. *Chronicle*.—A weekly paper, published at Berlin, County of Waterloo; \$2 50 or \$2 per annum in advance. This journal has not yet been two years in existence. Circulation at present (Sept. 1857) between 600 and 700. A comparatively large proportion of the settlers in and near this County are Germans, who, to a great extent, patronise papers printed in their own language; but the circulation of this journal is far from being confined to the county. It extends to many parts of the Province, and few country papers, have in same time, extended to so wide a range as this one already does. It is an advocate of Reform in politics, and a supporter of Protestant principles. Advertising rates same as described under letter B.—Jaffrey & Hatt, Publishers.

25. *Christian Advocate*.—A weekly journal, published in the city of Hamilton, County of Wentworth, \$2 per annum in advance. It is non-political, and a strong upholder of the Protestant faith, particularly as relates to the Methodist Episcopal Church. All the Ministers and Preachers in connection with such in Canada are authorized agents. Its circulation (about 3000) is chiefly among members of above body, residing in different parts of Canada. It is a good medium for advertising, for rates of which, see letter B.—Rev. Gibson Shepard, Editor.

26. *Chronicle*.—A weekly paper, published in Belleville, County of Hastings; \$2 per annum in advance. It is a Protestant journal, and decidedly Anti-Ministerial in politics. Its present circulation

existence some comparatively recently increased amounts to about 1000, and the proprietor to 1000 per day. It is a paper of Protest-

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is about 700 to 800, chiefly among old-settled farmers residing in and around the county. Its town circulation is also good, for a weekly issue. For advertising rates see letter B.—E. Miles, Proprietor.

27. *Constitutional*.—A weekly newspaper, published in Cornwall, County of Stormont; \$1 50 per annum. This journal has been in existence about ten years, the first two ('47-'49) of which, it was printed in Perth, C. W., and then removed to its present locality. It has a good circulation in both districts, but chiefly throughout the latter (Stormont.) In politics it may be termed a Liberal Conservative, and is unquestionably favourable to Protestantism. Advertising charges similar to those described at letter A.—W. Letts, Editor and Proprietor.

29. *Chronicle*.—A weekly journal, published at Mirrickville, in the United Counties of Leeds and Grenville; \$1 per annum strictly in advance. It is a Liberal Conservative in politics, a faithful defender and influential supporter of the Protestant faith. It is conducted by Mr. J. Muir, and has not yet been in existence two years, but already has a healthy circulation of about 1000, chiefly in the townships of Wolford, Kitley, Oxford, Montague, Marlborough and Elmsley. It is also found in many of the principal cities and towns in Canada, and not a few in the Northern States. Thus far, very few journals indeed have succeeded in a like ratio, and from the unquestionable ability and enterprising spirit perceptibly displayed in its present management, together with the low subscription price, and the favourable public opinion already gained, a rapid increase of circulation may warrantably be anticipated, particularly in and around the above named wealthy townships, in many parts of which it is even now known as the People's Paper, and is, therefore, particularly worthy the notice of advertisers. The rates charged for advertising are similar to those described in letter B.

30. *Conservative Messenger*.—A weekly journal, published in the town of Prescott, county of Grenville; \$1 50 per annum,

strictly in advance. It is Conservative in politics, and a strong supporter of Protestant principles. It is yet only in its second year, and has already a healthy circulation of about 1,100, chiefly in the counties of Dundas, Stormont and Glengary. Through the indefatigable energy of its enterprising publisher, Mr. C. J. Haynes, the circulation must rapidly increase and its influence strengthen. For small general advertisements see letter A. Special notices, 10cts. per line (solid Brevier) for first insertion, and 4cts. per line for each subsequent insertion.

32. *Citizen*.—A weekly newspaper, published in the city of Ottawa, County of Carleton; \$3, or \$2 in advance. It is Reform, or Independent, in politics, and has a fair circulation, chiefly in the county. The advertising rates are same as described under letter B.

33. *Courier*.—A semi-weekly journal, published in St. Hyacinthe, C. E., \$2 per annum in advance. This paper is printed in the French language. Although not so publicly recognised as an installed organ of the Church of Rome, nevertheless its aid and influence is directed in favor of that body. It has a fair circulation, particularly in and around the district in which it is printed. For advertising rates see letter B.

34. *Citizen*.—A Roman Catholic journal, published in the city of Toronto, County of York; \$2 50 per annum. This paper is issued weekly, except at the time when Parliament is in session (about three months), when it is issued tri-weekly. It is one of the two most powerful and influential Roman Catholic journals in western Canada. The circulation is between 3,300 and 3,400. In politics it claims to be Independent. Advertising rates similar to those described under letter B.

36. *Colonist*.—Published in Toronto, County of York—three editions,—daily, \$6; tri-weekly, \$2 50; weekly, \$1 50 per annum in advance. The circulation of each ranges somewhat as follows:—

daily, 2,000 ; tri-weekly, 1,500 ; weekly, 10,000. For rates of advertising in daily and tri-weekly, see letter B. Advertising in weekly edition 7cts per line for first insertion, and 4cts per line each subsequent insertion. In politics, a constant and powerful advocate of Liberal Conservatism ; in matters of religion, Protestant. This journal ranks amongst the foremost in the Province, and in influence, it is, perhaps, second to none. Under the able management of Mr. John Sheridan Hogan, its late Editor, it has rapidly gained in circulation and influence, forming an excellent medium for advertisers. It has now passed into other hands, and is at present edited by W. F. Sheppard. Advertising rates same as described at No. 78.

37. *Christian Messenger*.—A non-political weekly journal, published in Brantford, County of Brant ; \$2 per annum. This is a strong and influential Protestant sheet, chiefly devoted to the spiritual welfare of Christians generally, but more particularly the Baptist denomination. It has a large circulation through the Counties of Norfolk, Brant, Oxford, &c., together with a goodly number through the different towns and villages of Western Canada, in all, about 2,200. Advertisements not inconsistent with the principles of the paper are inserted at rates similar to those described under letter A.

38. *Chronicle*.—A weekly journal, published in Ingersoll, County of Oxford, C. W. ; \$1 50 per annum in advance. It is the longest established, and at present the largest sheet printed in Oxford, and the only journal published in the South Riding. It is Liberal in politics, but discarding all connection with Clear-Gritism, and on religious matters clearly Protestant ; circulation, at present about 1,000. For advertising charges see letter B.—J. S. Gurnett, Proprietor.

39. *Canadian Farmers' Friend*.—A weekly journal, published at Waterloo Village, County of Waterloo, by Jacob Teuscher ; \$2 per annum in advance. This paper is peculiarly well adapted to

suit the views of those wishing to bring any matter, and particularly advertisements, before that class of readers who are in part German or Dutch, but who speak only the English, or English and French languages, such subscribers to this journal being very numerous. It is also patronised by the farmers generally; circulation between 500 and 600. Advertisements inserted at the low price of 5cts per line first insertion, and 1½cts per line each subsequent insertion.

40. *Christian Guardian*.—A weekly journal, published in the city of Toronto, County of York; \$2 50 per annum. This is a non-political paper, chiefly devoted to missionary and religious news, a bold and influential defender of Protestant Christian principles, particularly as connected with the Wesleyan Methodist body. It has a large circulation throughout Canada, the regular subscribers at present numbering some 5,000. Advertisements, of a consistent character, inserted at 10cts per line for first insertion, and 4cts per line for each subsequent insertion.

41. *Courier du Canada*.—A tri-weekly journal, printed in the French language, in the city of Quebec, C. E.; \$4 per annum. In politics it is a Liberal Conservative; and in religious matters, a bold and influential supporter of Roman Catholic views. Its circulation is perhaps the largest of any French Canadian journal, being about 2,500. Advertising rates same as described at letter A.—Bureau & Marcotte, Editors and Proprietors.

Courier du Canada.—Un journal, imprime en la langu Francais, Trois fois en semaine, a Quebec, C. E.; \$4 par annee. Dans les politiques il est Liberal Conservateur, et dans religion, un courageux et un puissant protecteur des vues de l' Eglise des Romains. La circulation est partete la plus grande d' aucum journal des Canadiens Francais; environ, 2,500. Le prix la meme comme explique, sous lettre A.

44. *Canada Zeiting*.—A semi-weekly journal, published in the city of Hamilton, County of Wentworth; \$2 per annum in ad-

vance. It is printed in the German language. The subscribers are nearly all of German or Dutch descent. In politics it is Liberal. For advertising charges see letter A.—M. Krause, Editor.

45. *Canada Gazette*.—A government official weekly journal, published in the city of Toronto, County of York; \$4 per annum in advance.—Derbishire & Desbarats, Publishers.

46. *Chronicle & News*.—A weekly journal, published in Kingston, (see No. 124) in conjunction with the *Daily News*. Aggregate circulation may be stated as about 3,000 or 3,200. Advertisements inserted at 7cts per line first insertion, and 4cts each subsequent insertion.

47. *Canadian Mail*.—A weekly journal, published in the city of Montreal, C. E.; \$2 per annum. This is a Protestant journal, evidently intended for mailing to Great Britain, Europe, &c. It has also a good circulation in Canada East. It gives the political news, but does not appear to be identified with any particular party. It is conducted in a very creditable manner, and altogether is an excellent family newspaper. For rates of advertising see tariff of Montreal rates.

49. *Colonist*.—A daily journal, published in the city of Quebec; \$5 per annum in advance. Edited by E. J. Charlton. Advertising rates similar to those described under letter B.

50. *Canadian Times*.—A weekly journal, published in Sherbrooke, County of Compton, C. E.; \$2 or \$1 50 per annum. The circulation is about 1000. Regarding politics, it takes the part of a Moderate Conservative; it is Protestant, but non-sectarian on matters of a religious nature, and well merits the liberal advertising patronage it receives, the charges for which does not differ materially from those described in letter B.

52. *Dispatch*.—A weekly paper, published in the Town of St. Thomas, County of Elgin; \$1 50 per annum. In political matters it may be termed Liberal, or Reform, but purely opposed to what it

is pleased to call Clear-Grit humbuggery. It takes a neutral stand regarding religious matters. The circulation is almost exclusively confined to the County of Elgin, and numbers some 1,500. Advertising rates same as described under letter B.

53. *Deutcher Canadur*.—A weekly paper, printed in the Dutch language, in the town of Berlin, County of Waterloo; \$2 per annum. In politics and religion it is Voluntary; it has a fair circulation. Advertising rates same as described under letter B.

54. *Der Beobachter*, or *The Observer*.—A weekly journal, published in the County of York; \$2 per annum, payable half-yearly in advance. Independent in politics; on religious matters non-sectarian. Its circulation is chiefly amongst the Dutch and German population, and numbers some 500 copies. Advertising rates, 7cts per line first insertion and 2cts per line for each subsequent insertion. A card of three lines, per annum \$3.—Wm. Schlater, Publisher.

55. *Day Dawn*.—A family newspaper, published at Orono, County of Durham, a Protestant journal, and upholding Liberal Conservative political principles. Rates of advertising similar to those described under letter B.—E. Thorne, Publisher.

56. *Era*.—A weekly paper, published in Newmarket, County of York; \$1 50 per annum. It is decidedly Protestant, and somewhat Independent or Liberal in politics. The circulation of this journal appears to have steadily increased during the past four years at the rate of nearly 300 per annum, the number then being only some 250 or 300; and this, of itself, is evidence of prosperity and elevation in public favor. Advertising charges same as described under letter B.

57. *Expositor*.—A Protestant journal, published in Brantford, County of Brant; semi-weekly, \$3; weekly, \$1 50 per annum. This paper is a bold and fearless exponent of and advocate for Liberal principles. The semi-weekly edition has a large town cir-

ulation, about 400 or 500, besides nearly as many more in the surrounding villages. The weekly is chiefly mailed to subscribers in different parts of Canada West, and some to the United States, numbering, in all, about 1000 actual subscribers. The advertising rates are same as described under letter B. A whole column, \$120 per annum.

58. *Eastern Townships Gazette*.—A weekly newspaper, published at Granby, County of Shefford; \$1 50 per annum, or \$1 25 per annum in advance. This journal has been in existence since November, 1855, and already has a circulation of over 800. It endeavours to maintain a neutral position, at least, not sectarian on religious matters, and claims the free exercise of its own deliberate convictions regarding political matters, holding as its motto, "measures, not men." Advertising per square (20 lines solid Bourgeois) first insertion, \$1 20, and 30cts each subsequent; half a square, first insertion 60cts, and 15cts each subsequent insertion; a quarter of a square, for 1 year, \$4; half a square \$7, and a whole square, \$12 per annum.—Buxton & Frost, Publishers; Rev. E. S. Inglas, Editor.

59. *L' Ere Nouvelle*.—A semi-weekly journal, published at Three Rivers, County of St. Maurice, \$2 50 per annum. In politics it is Reform or Democratic, professing to be Independent of all political parties, chiefly devoted to news and the interest of the town and district in which it is published. This journal is certainly more candid than some others, and comes out strongly in favour of the Roman Catholic religion. It is printed in the French language, and has a circulation of about 1000. Small advertisements, first insertion, 8cts., each subsequent, 2cts per line. Yearly rates, if by agreement, one column, \$40; for six months, \$25; 3 months, \$15. Business and other cards not exceeding 5 lines, \$4 per annum.

L' Ere Nouvelle.—Un journal public a Trois Rivieres, County St. Maurice; trois fois en Semaine; \$2 50 per annee. Dans les politiques, il est Reforme ou Democratique. Il professe Independance

tou les parties en politiques; et cons-aere principalement aux nouvelles, et des bons la ville, et du district dans lequel, il est public. Ce journal est plus sincere que quilques autris et il sorts determine aider le religion des Romains Catholiques. Il est imprime, en la Francais, et il a une circulation, euviron 1000. Petits avis premierie insertion, 8ets par ligne; chaque insertion suivante, 2 ets par ligne par annee; pour une colonne \$40, (se par agrement) pour demi annee, \$25; pour trois mois, \$15. Des affaires, et autres chose, non plus que linque cignes, \$4 par annee.

60. *Express*.—A weekly journal, published in Port Dover, County of Norfolk; \$1 50 per annum. In politics it advocates Reform, and on religious matters Protestant; has a steady and influential circulation of about 600 or 700. Its advertising rates differ somewhat from other similar journals. All under 50 lines are charged 2ets per line each insertion; between 50 and 100 lines, 1½ets, and over 100 lines, 1c per line for each insertion. Advertisers to the amount of \$10, receive the paper one year gratis. Many advertisers who do not advertise to that extent receive it semi-monthly gratis. Cards in business directory are inserted at \$3 per annum.

61. *Economist*.—A weekly journal, published at Markham, County of York; \$2 50, or \$2 per annum if paid in advance. This is a good family paper, but touches little on religious subjects. It is, however, Protestant, or devoted more especially to news and what is conceived to be of interest to the country. It advocates Reform in politics, and circulates to the extent of about 1,300 through a wealthy agricultural community. For advertising rates see letter A.—David Reeson, Editor and Proprietor.

62. *Examiner*.—A weekly paper, published in Peterborough, County of Peterborough; \$2 per annum. It may be called Independent regarding politics. It is not sectarian, and advocates harmony of feeling and sentiment among Christians. The circulation is somewhere about 800. Advertisements inserted at rates described under letter B. Yearly rates are reasonably low, according as may be agreed upon.

63. *Enterprise*.—A weekly journal, published at Collingwood, County of Simcoe; \$2 or \$1 50 per annum in advance. This is the only paper published in Collingwood, it is a very large sheet, and certainly is a credit to the young and rapidly improving Town, it is an excellent family journal, and although it has only lately come into existence, the subscribers already number about 500. In politics, it is Conservative, and on religious matters, Protestant, but not so much devoted to either as to the latest European, Foreign, and Domestic News, Markets, &c., &c., with amusing and instructive miscellaneous selections. For advertising rates see letter B.—Business cards, six lines, \$4 per annum; for six months, \$3. John Hogg, Publisher and Proprietor.

64. *Examiner*.—A weekly paper, published in Stratford, County of Perth; \$2 per annum in advance. This is a well established, and one of the oldest journals in the County, it has a healthy circulation (some 1,200,) is a Liberal in politics, and claims Independence and Freedom on religious subjects, regarding the latter it can hardly be set down as other than neutral, and is very favorably spoken of as a consistent and interesting journal. For rate of advertising charges, see letter B.—S. L. Roberts, Proprietor.

65. *Echo*.—A weekly family newspaper, published in the City of Toronto, County of York; \$2 per annum. This journal is non-political, and exclusively devoted to Religious Intelligence, Missionary Reports &c., chiefly in connection with the Reform Episcopal Church, it is the only organ of that body in Canada West, it is very creditably conducted by an Editorial Committee, and published by Messrs. Sellar and Judge, Proprietors. This is an excellent family journal, and well merits the patronage of Christians generally, it will be enlarged and otherwise improved, in January, 1858, when the subscription price will be \$2 per annum in advance. Advertising rates described under letter B.

66. *Free Press*.—A daily and weekly journal, published in London, County of Middlesex; daily \$6, weekly \$2 per annum in advance. Liberal in politics, and Protestant on religious matters, few

journals (if any) in the extreme western portion of the Province, can favourably compare with this paper either in circulation or influence. The able and enterprising manner in which it is conducted, has won for it a large share of public favor and patronage, daily circulation over 1000, and that of the weekly fully 2200, the latter chiefly in Middlesex, Lambton, Elgin and Huron. Advertising charges for daily, same as described under letter B.—Advertising in weekly 25 per cent additional. J. and S. Blackburn, Proprietors; Josiah Blackburn, Editor.

67. *Freeholder*.—A weekly sheet published in Cornwall, County of Stormont; \$2 per annum. Liberal in politics, and of Protestant principles, circulation about 600, for advertising charges see letter B.

68. *Fergus Constitution*. } Two weekly papers now united in
69. *Freeholder*. } one, and published in the Town of Fergus, County of Wellington, C.W., the combined circulations of the amalgamated sheets offers extra inducements to advertisers. The new paper is published weekly, \$2 per annum, and advocates an independent and enlightened policy in Legislation, perhaps, by many it would be called a Liberal Conservative, not indulging in that fierce bickering which characterises some journals. Protestant principles are also perceptibly displayed in its management. For advertising rates same as described at letter B.—T. G. Greenham, Publisher.

71 *Gazette*.—A weekly newspaper, published at Thorold, County of Welland; \$2 per annum. In politics it may be called Liberal, although not altogether coming under the title of a Reformer, this journal has not been long established and judging of its merits from the rapidity with which it has increased in circulation, now (Oct. 1857,) about 700, there is certainly good grounds for anticipating a continued healthy increase until it will favourably compare with any country contemporary, it is an energetic defender of Protestantism, and in other respects very ably conducted. Advertisements inserted at usual rates as noted under letter B.—

72. *Gazette*.—A protestant journal, published in the City of Montreal, C.E., three editions; daily \$3, tri-weekly \$4, and weekly \$1 per annum in advance. This is one of four daily journals published in Montreal whose circulation (at least in the City) stands nearly on a par with each other. None, however, merits public patronage more (if so much) as this. In politics it holds almost a silent or neutral position, if at times public interest seems to demand interference, its influence is boldly given in support of Moderate Conservative principles. Such also is the prominent political stamp of the better class of protestant readers in and around the district. As an advertising medium it offers superior advantages. Advertisements ordered to appear in daily edition will appear in tri-weekly also, without extra charge. For scale of advertising rates see the Montreal Tariff.—Lowe & Chamberlain, Proprietors.

73. *Guide*.—A family newspaper published in Port Hope, County of Durham, of which there are two editions, viz., tri-weekly \$3, and weekly \$1 50 per annum in advance. This journal appears to enjoy a large share of public confidence, as may be seen from the numerous extracts by other papers. It has little to do, however, with subjects of a religious nature, but is conducted in a moral and business like manner, it is an advocate for Independence or Reform in politics as well as other matters. The aggregate circulation amounts to better than 1600, for tri-weekly rates of advertising see letter B.—Advertisements continued three times or oftener will appear in weekly issue gratis. Yearly rates as follows: 1 square (12 lines) 3 months \$5; for six months \$8; whole year \$10. Furbey and Crea, Publishers.

74. *Gazette*.—A weekly journal, published at Picton, County of Prince Edward's; \$2 per annum. An advocate of Conservative political principles, and an unwavering supporter of Protestantism, this sheet is recommended to advertisers, not only on account of its large subscription list, but from the fact that a very great proportion circulates amongst that better class of readers known to be very enterprising, and for the most part wealthy. It is very ably conducted

by G. M. Conger, and justly merits the large share of advertising patronage it receives. Rates of advertising same as described under letter A.—

76. *Gazette*.—Published in Ottawa City, County of Carleton, C. W.; a weekly sheet, at \$2 in advance. It is not a Tory Journal, although nearly so. It favours Protestant Creeds and is a strong advocate for, and supporter of education, and liberty of conscience in all matters, a bitter enemy to Ecclesiastical Corporations, and tyranny in any form or quarter; it has an extensive circulation and only charges the usual rates for advertisement. Alexander Gibb, Editor and Proprietor.

77. *Grand River Sachem*.—A weekly newspaper, published at Caledonia, County of Haldimand; \$2 per annum. This is one of those Independent Liberals or Moderate Reform journals, which appear to be most in favor with the Western Canadians. It is conducted in a spirited manner, and on Protestant principles. The circulation at present ranges about 800. For advertising rates see letter A.

78. *Globe*.—A Reform journal, published in the City of Toronto, County of York; of which there are three editions, daily, \$6 per annum, tri-weekly, \$4, and weekly \$2, invariably in advance; to clubs of ten, the weekly is only \$1 50, and to clergymen, ministers, &c., \$1 per annum. The circulation of the daily is about 5000; that of the tri-weekly, 3000; and the weekly between 14,500 and 15,000. It is one of the strongest supporters of Protestantism, and its circulation far exceeds that of any other Canadian journal, while the advertising charges are as low as the generality of newspapers. Small or casual advertisements inserted at rates described on letter B. Yearly rates, when accepted before insertion are \$2 50 per line; for six months, \$1 50 per line; for three months, 88cts. per line; payment at these rates must be made quarterly or half-yearly (as agreed upon) in advance. The enterprising spirit of the Proprietor, the ability, prudence and discretion displayed in its management,

together with the known extensive facilities at command for obtaining in advance of contemporaries the latest news, induces many to subscribe to this journal, who otherwise, particularly in political matters, are its bitter enemies. It is the leading journal of the Moderate Reform party, and indeed, perhaps it might be appropriately styled, *The Journal of the Province*. These considerations particularly recommend it to the patronage of advertisers. George Brown, M. P. P., Proprietor.

79. *Gazette*.—A tri-weekly journal, published by R. Middleton in the City of Quebec; \$4 per annum in advance.

80. *Gazette*, (for York Riding).—A weekly journal, published at Richmond Hill, County of York; \$1 50 per annum in advance. In politics it is Conservative, and in matters of religion Protestant, it is now in its infancy and already has a steady circulation of over 600. For rates of advertising see letter B.

82. *Herald*.—A daily journal, published by C. W. De L'Armitage in the City of Kingston, County of Frontenac; \$5 per annum in advance. This paper has a very large circulation in the City, is Independent in politics, and the chief organ of the Roman Catholic body, it is a good advertising medium. Rates of advertising similar to such as described under letter B.

83. *Herald*.—Published in the City of Montreal, C. E., three editions,—daily, \$8 per annum; semi-weekly, \$3; weekly, in clubs of seven, \$1 per annum; single subscription, \$1 50; or \$1 for ten months, (all in advance). The circulation of the daily is not less than any of the others; (see remarks to advertisers). The weekly has a very extensive circulation in the country. In political and religious matters, it professes to hold a complete neutrality, and certainly does not come out strong regarding either. It is almost too Liberal to be classed as a Conservative, yet does not endorse all the sentiments of a Reformer, on matters affecting religion it may rank as Protestant, (if any). It is a strong and influential journal, and enjoys an extensive advertising patronage. For rate of charges see

the Montreal Tariff. Kinnear, Penny, & Wilson, Publishers and Proprietors.

84. *Huron Signal*.—The only paper published in Goderich, County Huron. It is a weekly journal, at \$2 per annum; its politics, Reform; professes neutrality on religious subjects, but may be classed along with the Protestant journals; it has a good circulation in the Western Counties. Smallest advertisement 6 lines 50cts. first insertion, and 12½cts. each subsequent; over 10 lines, 8cts. per line, and 2cts. per line each subsequent insertion. W. J. Keays, Proprietor.

85. *Herald*.—A weekly newspaper, published in the Town of Guelph, County of Wellington; \$2 per annum in advance. It is edited by Geo. Pirie. For advertising rates see letter B.

86. *Herald*.—A weekly journal published at the extreme west of Canada, in the Town of Windsor, County of Essex, C. W.; \$2 per annum. It advocates Reform principles, takes no particular part in religious matters, but is chiefly devoted to News, Science and Agriculture. For rate of advertisements see letter B.—Its circulation may be stated as 700 or 800. Robinson & Wade, Publishers.

87. *Herald*.—A weekly journal, published at Carleton Place, County of Lanark, C. W.; \$2 or \$1 per annum, in advance. It is Liberal or Reform in politics; takes no part in religious matters, and has a fair circulation. For rate of advertising see letter A. James Poole, Publisher and Proprietor.

91. *Index*.—A weekly journal, published in Newburgh, County of Addington, C.W.; \$2 50, or \$2 in advance. Independent in politics, and thoroughly Protestant on religious matters, supporting chiefly the Wesleyan Methodist Church. Its circulation has now reached about 1000. For advertising rates see letter A.—Yearly bargains, quarter column, \$8; half column, \$14; whole column \$24.

92. *Journal*.—Published in Milton, County of Halton, C. W.; it

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is a weekly journal, \$2 50, or \$2 in advance. Has a circulation of about 1500, its politics are Reform, and its principles of religion Protestant. Advertises at 7cts per line first insertion, and 2cts per line each subsequent. A large discount allowed on yearly advertisements.

94. *Journal*.—A weekly newspaper, published in St. Catherines County of Lincoln; \$1 50 per annum in advance. It is Liberal in politics, not claiming the title of a Reformer, but in every sense of the word is Independent, and a spirit of Potestantism pervades through its columns; recently (some time in July, '57,) a change of, or an addition to Editors took place, since when it has been ably conducted with increased energy and spirit, the circulation also has rapidly increased, and now (Oct. '57) numbers about 1000. The choice selections of news, humorous anecdotes, &c., render it a welcome visitor to the family. Rates of advertising same as described under letter B.

95. *Journal*.—Published in St. Mary's, County of Perth; \$2 per annum. Is a weekly journal, Neutral regarding religion, and in politics Liberal. The usual charge for advertisements is \$1 per square per month; circulation about 500.

96. *Intelligencer*.—A weekly paper, published by Mr. Bowell, in the Town of Belleville, County of Hastings; \$2 per annum in advance. Advertising rates similar to those under letter B.

97. *Independent*.—Published in Dunnville, County of Haldimand, C. W.; \$2 50 per annum, or \$2 in advance. It is a weekly journal; Liberal or Reform in politics; is the oldest paper published in Haldimand, and has a circulation of about 800. Smallest advertisement 50cts. first insertion, and 12½cts. each subsequent; over ten lines, 7cts. per line first insertion, and 2cts. per line each subsequent insertion, bargains for a limited space, at greatly reduced rates per annum, as agreed upon. E. C. Hanton, Proprietor.

98. *Journal*.—Published weekly at the village of Stanstead.

County of Stanstead; \$1 25 strictly in advance. It is a somewhat Liberal in politics, though not professedly a Reformer, regarding religious matters Protestant. Its circulation is somewhere near 1200, and commands considerable advertising patronage. For short advertisements see letter A.—Its square is 16 lines, (brevier) one or more for one year is \$8 per square; or \$5 for half square same time. A whole column is \$50 for one year; a half, or quarter column will be charged as same ratio per year, if such terms are accepted previous to insertion. This journal has now been three years in existence, and is very favourably received.

99. *Inquirer*.—A semi-weekly newspaper, published by George Laungan, in the Town of Three River, County of St. Maurice; \$2 per annum in advance. For advertising charges see letter B.

100. *Journal and Express*.—A semi-weekly journal, published by W. M. Nicholson, in the City of Hamilton, County of Wentworth; \$3 per annum in advance.

101. *Kent Advertiser*.—A weekly journal, published in Chatham, County of Kent; \$2 per annum. This paper has been in existence for 13 years, and its circulation (about 1200,) embraces a wide range in the south-west portion of the Province, its political views are Liberal, and on matters affecting religion, is Protestant. Advertisements inserted per square, not exceeding 10 lines \$1 first, and 25cts. each subsequent insertion. J. W. & C. H. Rose, Publishers.

102. *Le Pays*.—A Democratic French journal, published tri-weekly at \$4, and weekly at \$2 per annum, in advance, in Montreal, C. E.; it has an extensive circulation, and is steady in support of the Roman Catholic religious faith, but not so violent as some others. For small advertisements, see letter B. A square per annum, \$30, half-year \$16; half square per annum \$16, half square half-year, \$10.

Le Pays.—Journal Français Democratique, publie a Montreal,

C. E., prix pour l'édition semi-quotidienne, \$4; l'édition hebdomadaire \$2 par an, payable d'avance. Il a une grande circulation et est courageux a supporter la foi des Catholiques Romains. Pour les petites annonces voir la lettre B. Prix pour carre', par an \$30; pour six mois, \$16; demi carre, par an, \$16, demi carre pour six mois, \$10.

103. *La Patrie*.—A Conservative French journal, published in Montreal, C. E., three editions are issued, viz.: daily, \$6; tri-weekly, \$4, and weekly, \$1 50 per annum. It is the only daily French paper published in the district of Montreal, and perhaps the largest French journal published on the continent of America; its aggregate circulation is about 3,000. For advertising charges see letter A. Yearly agreements for a square of 22 lines with the privilege of changing once a month, \$50; for half a square of 12 lines with same privilege, \$30.

La Patrie.—Journal Français Conservateur, publie a Montreal, C. E. Trois éditions se publient, savoir: l'édition quotidienne, \$6; l'édition semi-quotidienne, \$4, et l'édition hebdomadaire, \$1 50 par an. C'est le seul journal quotidien qui se publie en Français dans le district de Montreal, et, peut etre, le plus grand journal Français sur le continent de l'Amerique. Sa circulation totale est d'environ 5,000. Pour le prix des annonces voir la lettre A. Conditions par an, pour un carre de vingt-deux lignes; avec le privilege de changer une fois le mois \$50; pour douze lignes, avec le meme privilege \$30.

104. *Le Canadien*.—A daily French journal, published in Quebec, C. E., \$4 per annum; it is a large sheet, and the only daily published in French in the city, it is a supporter of Roman Catholic principals, and in politics, is termed a *liberal*. Its circulation is about 2000. For rates of advertising, see letter B.

Le Canadien.—Journal quotidien publie en Français a Quebec, C. E.; prix par an \$4. C'este une feuille considerable, et la seul quotidienne qui se publie en Français dans cette ville. Elle sup-

porte les principes de l'Eglise Catholique Romaine; et, en politique, elle est estimée libérale. Sa circulation est d'environ 2,000. Pour le prix des annonces voir la lettre B.

105. *L' Journal de Quebec*.—A tri-weekly journal, published by M. Videt, in the city of Quebec.

106. *Le National*.—A French journal, published in Quebec; tri-weekly in summer and semi-weekly in winter, \$4 per annum, half-yearly in advance. It is anti-ministerial in politics, and a supporter of Roman Catholic Religion. Has a circulation of about 1500, principally in the eastern part of Canada. For advertising rates, see letter B.

Le National.—Journal Français publié à Québec; Il paraît trois par semaine l'Ete, et deux semaines l'Hiver, prix \$4 par an, payable, par six mois, d'avance. Il est anti-ministériel en politique et supporte la Religion Catholique Romaine. La circulation est d'environ 1,500, principalement dans l'est du Canada. Pour le prix des annonces voir la lettre B.

107. *La Minerve*.—A French journal, published in Montreal, C. E.; tri-weekly, \$4, and weekly, \$1 per annum, strictly in advance. It was established in 1827, and has an aggregate circulation of between 3000 and 4000; liberal in politics and on matters of religion, supports Roman Catholic Faith. For short advertising rates, see letter A. Advertisements ordered only once per week, 4 cents per line after first insertion; a square of 22 lines, \$30 per annum; a half square \$18 per annum, with the privilege of changing once per month if desired. Printed and Published by Duvernay Freres.

La Minerve.—Journal Français publié à Montréal, C. E., prix pour l'édition semi-quotidienne, \$4, et l'édition hebdomadaire, \$1 par an, payable rigoureusement d'avance. Il fut établi en 1827, et a une circulation totale de 3000 à 4000. Il est libéral en politique, et en matières de religion il supporte la foi Catholique Romaine.

Pour les petites annonces voir la lettre A. On recoit des ordres pour les annonces qu'une fois par semaine; 4 cents par ligne apres la premiere insertion; un carre, \$18 par an, avec le privilege de changer un fois le mois si en le desire. Imprime et publie par Duvernay Freres.

109. *L'Aviner*.—A weekly and semi-monthly journal, published in the City of Montreal, C. E.; weekly, \$2, semi-monthly \$1 per annum. It is printed in the French language, and in politics may be termed a Reformer, to a great degree it exercises free and independent sentiments regarding both religious and political matters it has a fair circulation, amounting in the aggregate to nearly 2,000. For advertising rates, see letter B.

L'Aviner.—Journal publie en Francais, a Montreal, C. E., Il parait une fois par semaine et deux fois par mois. Pour l'edition hebdomadaire \$2, et l'edition semi-mensuel \$1 par an, payable d'avance. En politique il peut etre considere Reformateur et exerce, a un haut degre, une idee de liberte et d'indpendance en matieres de religion comme en matiers de politique. Il a une bonne circulation formant un total de pres ee 2000. Pour le prix des annonces voir la lettre B.

110. *Leader*.—A Tory journal, published in the city of Toronto, county of York. There are two issues of daily, (morning and evening), the price for either being \$5 per annum. There is also a semi-weekly. The daily has a good circulation in the towns and cities, but principally in Toronto, amounting in all to perhaps 1500; the semi-weekly has a larger and more general circulation through the villages and towns of Canada West, numbering over 3000. It is perhaps not so thoroughly Protestant as some journals, but is largely patronised by the Orangemen of Canada West; its "*tout ensemble*," is however not easily described. It is a good advertising medium, the charges for which are not quite so high as those of some other journals of smaller circulation. James Beatty, Proprietor.

112. *Long Point Advocate*.—A semi-weekly journal published

in Simcoe, County of Norfolk ; \$2 per annum in advance. In politics it may be classed with those of Moderate Reform ; this is a thorough Protestant paper and is about the oldest west of Toronto ; its circulation is between 600 and 700 each issue, independent of casual sale. It is ably edited by Dr. Clarke, who, on account of ill health, intends to discontinue it for two or three months, it will not therefore appear between July and December, when a great improvement in appearance is promised. Advertisements received at same rate as in letter B.

113. *Mail*.—A weekly journal, published in Niagara, County of Lincoln ; \$2 per annum in advance. The circulation of this journal is somewhere about 1600, chiefly through the County of Lincoln, Welland, and Haldimand, it is a large sheet and upholds a Liberal policy ; it is a good family newspaper, and conducted on loyal christian principles. For rates of advertisements see letter B. Wm. Kirby & Co., Publishers.

114. *Morning Chronicle*.—Is published in the city of Quebec, daily, at \$5, and weekly at \$2 ; its politics may be termed Liberal Conservative, and on religious matters, it professes to take no part ; the daily circulation is about 1800, and the weekly 1500. This paper is generally well received, and considered a good medium for advertising. For rates of short advertisements, see letter A. Yearly rates, one square, not to exceed 25 lines, \$40, with the privilege of changing it occasionally ; half square, not to exceed 12 lines, \$20, with the same privileges ; Professional and other cards, not exceeding four lines, \$4 per annum.

115. *Monitor*.—A weekly journal, published in Brockville, county of Leeds, at \$1.50 per annum. Its politics may be termed Moderate Conservative, and in matters of religion, thoroughly Protestant ; it is conducted with much spirit, and has a healthy circulation of at present about 900. For small advertising rates, see letter B. A square of 20 lines, one year, \$8 ; quarter column, per year, \$18 ; whole column, per year, \$50.

116. *Mercury*.—A tri-weekly journal, published in Quebec, \$4 per annum, in advance. This paper has been in existence since 1805, and has a fair circulation. For advertising rates, see letter B. G. T. Cary, Editor and Proprietor.

117. *Mirror*.—A weekly journal, published in Toronto, county of York, \$2 per annum, in advance. This is an influential Roman Catholic paper, and evidently one of the principal organs of that body. It has a circulation bordering on 3000, embracing a wide range in both sections of the Province; it claims independence in politics. Advertising rates similar to such as described under letter B. C. Donlevy, Editor.

118. *Message*.—A weekly journal, printed in Toronto city, county of York, \$2 per annum. In matters of religion, it is a firm supporter of Protestantism, and on politics it carries the reform principles to a greater length than perhaps any other Canadian journal, and is a fierce denouncer of the present ministry and all connected therewith. The circulation is somewhat better than 800. Advertising rates similar to that described at letter B. W. L. McKenzie, Editor and Proprietor.

119. *Mercury*. A weekly journal, published in Guelph, county of Wellington, C. W., \$2 per annum in advance. Circulation chiefly in the town and throughout the north and south ridings of Wellington. It is only in its fourth year; a stout supporter of the Protestant principles, and in politics it advocates Liberal Conservatism. For rates of advertising, see letter A.

120. *Messenger*.—A weekly journal, published in Simcoe, county of Norfolk, C. W., \$2 per annum. In politics, Reform; on religious subjects, it may be classed with other Protestant journals. For rates of advertising, see letter A. Its circulation is somewhat over or about 500.

121. *Montreal Witness*.—A semi-weekly journal published in Montreal, C. E.; \$2 per annum, strictly in advance. Amongst all the religious family newspapers published in Canada, this one holds

a most prominent and influential position, it is non-sectarian and a sound defender of the Protestant faith; it has been in existence about twelve years, during which time it has unceasingly striven to create and promote a christian union and missionary spirit amongst the evangelical churches; the proper observance of the Sabbath, Temperance, &c., fearlessly opposing and exposing every form of error, injustice, immorality and vice, it has been about the first and is, undoubtedly, one of the most influential and persevering opponents of the Roman Catholic Church; but, at the same time, not withholding the lash from other denominations when occasion requires. It has a healthy circulation of about 9000. Advertisements of religious and benevolent societies inserted gratuitously and others (such as are not inconsistent with the character of the paper) are charged at 10cts per line, first insertion, and half that price each subsequent insertion. A semi-monthly paper, *The Canadian Messenger and Journal of Missions*, also published, in which no advertisements appear. John Dougall, Proprietor.

122. *Military Gazette*.—Published weekly, in Quebec, C. E.; \$2 per annum; in politics it professes to be Neutral; on religious matters it is open to both Protestant and Roman Catholics; its circulation is chiefly amongst the Militia of Canada, although also extensively patronized by others, and may number about 600 yearly subscribers, the actual circulation being much more. Business cards inserted by special arrangement at \$1 per month, general advertisements, not over 50 lines \$24, or 100 lines for \$40 per annum. W. S. Kirk, Editor and Proprietor.

123. *Maple Leaf*.—A weekly journal, published in Sandwich and Amherstburg, County of Essex; \$2 per annum, or \$1 75 in advance; Conservative in politics, on religious matters Protestant and somewhat, although not to a great extent, Sectarian. (English Episcopal.) The circulation at present about 800. Small advertisements, 10 lines, first insertion \$1, each subsequent 12½cts. For larger advertisements, see letter B. J. H. Wilkinson, Publisher.

124. *News*.—A daily journal, published in Kingston, County of Frontenac, C. W.; \$6 per annum, or \$5 in advance; it is Protestant in religious principles, and Conservative in politics; it has an influential and extensive circulation particularly in the towns and villages of Canada. For rate of advertising see letter B. A weekly edition is also issued, for particulars of which, see No. 46.

126. *News*.—A weekly newspaper, published in the town of St. John's, St. John's District, C. E., \$2 per annum. Liberal in politics, and Protestant on matters of religion. Its circulation is about 1800. Small advertisements inserted at usual rates, see letter B. Yearly rates as follows, viz. :—a square, (12 lines,) \$10, for six months, \$6; a quarter column, one year, \$30, for six months, \$18; one column, the year, \$100, six months, \$58. Strangers giving or sending advertisements, are required to pay in advance.

127. *New Era*.—A tri-weekly journal, published in Montreal, C. E.; \$4 per annum in advance. It professes an Independent policy, and is a strong and influential supporter of the Roman Catholic faith; it has a large circulation, amongst whom may be found many who profess to be of an opposite religious persuasion; it appears particularly devoted to (Hibernian) Roman Catholic interests. D'Arcy McGee, Proprietor. Advertising charges similar to such as described on letter B. Yearly rates per square, not exceeding 22 lines, \$25, half square (11 line) \$12 50; professional and other cards not exceeding 7 lines \$6 per annum.

128. *Neutrale*.—A weekly family journal, published at New Hamburg, county of Waterloo, \$2 per annum. This is a non-political sheet, chiefly devoted to news and subjects of a Protestant religious nature; it is printed in the German language, and has a circulation of about 800. For rates of short advertisements, see letter B. Yearly rates for a square, \$6.

129. *Observer*.—A weekly journal, published at Ayr, North Dumfries, county of Waterloo, C. W., \$2.50, or \$2 in advance. It is decidedly reform in politics, and professedly silent regarding re-

garding religious matters. Circulation about 1000. For advertising charges, see letter B.

130. *Observer*.—A weekly paper, published in the town of Sarnia, county of Lambton, \$2 per annum. Advocates Reform in politics, it is an influential Protestant journal, and apparently conducted in a very honourable and creditable manner. Its circulation is between 700 and 800. For small advertising rates, see letter B. Yearly, per column, \$36; half column, \$20; quarter column, \$14.

131. *Observer*.—A weekly newspaper, published at Hamburg, county of Waterloo, \$2 per annum, in advance. Rate of advertisement, similar to that described under letter B.

133. *Ontario Times*.—A weekly journal, published in Whitby, County of Ontario; \$2 per annum in advance. Independent in politics, and a supporter of the Protestant faith. This paper previous to October, 1857, was called the *Commonwealth*, since when it has been conducted with fresh vigour and energy; greatly improved in appearance, and strengthened in its Editorial corp. It evidently aims at guiding the curiosity and attention of the public to principles and objects vital to the interests and progress of a free and christian people; from the exertions of its present enterprising Editors, the circulation will no doubt speedily increase, the regular subscribers already number 800 or 900. For advertising rates see letter B. W. McCabe & Co., Editors and Proprietors.

135. *Pilot*.—A Roman Catholic journal, published in the City of Montreal, C. E. This paper in politics assumes, or is in reality, one of the Ministerial organs, it cannot be termed either a (real) Tory, Conservative or Reformer. The circulation is chiefly confined to Montreal and the eastern portions of the Province. For rate of advertisement see Tariff agreed upon by Montreal Press.

136. *Planet*.—Printed in Chatham, County of Kent, C. W.; two editions, tri-weekly \$4 or \$3 in advance, weekly \$2 50 or \$2 in advance. In politics a Liberal Conservative, and on matters of a

religious notice, thorough Protestant. Circulation of tri-weekly say 800, chiefly in and around the town; that of the weekly fully double that number, almost wholly in the County of Kent, Essex, and Lambton. Advertisements inserted at 10cts. per line, first insertion, and 4cts each subsequent; in tri-weekly same as letter B. Stephenson & Stuart, Publishers and Proprietors.

137. *Prototype*.—A Conservative journal, published in London, county of Middlesex, by M. Talbot. Daily, 4s. and weekly, \$2 per annum, in advance.

138. *Progressionist*.—A weekly paper, published at Kemptville, County of Grenville; \$1 per annum. It is a spirited Protestant journal, Progressive and Liberal in politics, disseminating about 700 weekly through the United Counties of Leeds and Grenville. The population of which is chiefly Conservative. Advertising rate same as described on letter B. R. W. Kelly, Proprietor.

139. *Patriot*.—A weekly journal, printed in the City of Toronto, County of York, \$1 per annum, in advance. This is by no means a small sheet, and is one of the most loyal and stern supporters of the Government; its circulation ranges about 6000; it is Conservative in politics, with a strong infusion of Toryism; on matters touching religion, it professes sound Protestant principles, favouring (if any) the English Episcopal body. Advertising rates somewhat similar to described at letter B. J. Beattie, Editor & Proprietor.

141. *Post*.—A semi-weekly edition, published in St. Catherine's, County of Lincoln, C. W., \$3 per annum; it advocates Progressive Reform in politics, and is silent or neutral on religious matters, favouring, (if any) the Roman Catholic body. A journal of considerable influence, with circulation at present of about 1200. For rate of advertising charges, see letter B.

142. *Pembroke Observer*.—A weekly journal, published at Pembroke, County of Renfrew, \$2 per annum, or \$1.50 in advance. This paper is conducted in a very spirited and able manner, by the

present editor and proprietor, James P. Moffat, in whose charge it must rapidly increase in circulation, and rise in importance; it is liberal or independent in politics, but does not claim or acknowledge the appellation of Reformer; it is a strong and influential supporter of Protestantism; has a circulation of somewhat over 800. Rates of advertising same as described under letter A.

143. *Pioneer*.—A weekly newspaper, published at Saugeen, County of Bruce, \$2 per annum, in advance. Advertising rates same as described under letter B.

144. *Recorder*.—A weekly journal, published in Brockville, Co. of Leeds, \$2.50 per annum, or \$2 in advance. It is liberal or a Reformer in politics; on matters of a religious nature, it is a firm and influential upholder of sound Protestant principles; it has a healthy and increasing circulation of between 1000 and 1300, which from the straight-forward and energetic manner in which it is conducted, as well as being situated in the midst of an enterprising and wealthy district, must steadily increase. For rates of advertising see letter B. D. Wylie, Editor.

145. *Reporter*.—Whitby, see number 206.

146. *Reporter*.—A weekly journal, published in Galt, County of Waterloo, C. W., \$2 per annum. Neutral in politics and a supporter of Protestant principles, chiefly that of the English Episcopal Church; it has been established 12 years, and has about 1200 regular subscribers. For advertising rates, see letter B.

147. *Reformer*.—A weekly journal, published at Galt, County of Waterloo, \$2 per annum. As its name indicates, it is an advocate for political reform, but not so fiercely such as some others, and may indeed more properly be called a *Liberal*; it is a supporter of Protestant principles; appears to be very ably conducted, and has a circulation of between 1100 and 1200 copies. Advertising charges same as described under letter B.

149. *Review*.—A weekly journal, published at Streetsville,

County of Peel, \$2.50 per annum, or \$2 in advance. It has an influential and respectable circulation of between 3100 and 3300, for the most part among wealthy farmers, in and around the country in which it is printed; in politics, it professes to be Tory; and on religious subjects, thoroughly Protestant; it is with much spirit and energy very creditably conducted; in its columns may be found many original well applied criticisms on seasonable topics; it forms an excellent medium for advertising. For scale of charges, see letter A.

150. *Review*.—A weekly paper, published in the Town of Peterborough, County of Peterboro, C. W., \$1 per annum, in advance. It is Liberal and somewhat Conservative in politics, (measures not men), and Protestant on religious matters. This journal has not been long in existence, and already numbers about 1000 subscribers. For advertising rates, see letter B. T. & R. White, Publishers.

151. *Railway Times*.—A weekly journal, published in the City of Ottawa, County of Carleton, \$2 per annum, in advance. This paper takes the place of one lately published, called the Advocate, and another the Orange Lilly, both of these have ceased to exist; but their religious and political sentiments are upheld and advocated by the Railway Times; it is an influential journal and enjoys a large circulation and extensive advertising patronage. Dawson Kerr, Editor. For advertising rates, see letter B.

152. *Reporter*.—A weekly journal, published at Drummondville, County of Welland, \$2 per annum; Conservative in politics, and a firm supporter of the Protestant faith. This sheet presents a very respectable appearance, is conducted with much energy and ability, and is rapidly gaining in favour and circulation, particularly in and around the country in which it is published; the present circulation is somewhat between 700 and 800. For advertising rates, see letter B. W. A. Rooth, Editor.

153. *Reformer*.—A weekly journal, published at Napanee, County of Lennox, \$2.50 per annum. A Reformer in politics, and on

matters of a religious nature, it may be said to be neutral; it has been in existence better than three years, having commenced sometime in 1854; its subscribers are scattered over a wide district, and number about 500. For advertising rates, see letter B.

154. *Recorder*.—A weekly journal published in Newcastle, Co. of Durham, C. W., \$1.50 per annum. It is neutral in politics and Protestant on religious subjects. The first number of this paper was issued on 19th February 1857, and has received continued increasing advertising patronage. The circulation has now reached about 500. For rate of transient advertising charges, see letter B. Yearly advertisements, one-eighth of a column, \$8; quarter column, \$14; half column \$25; whole column, \$40.

155. *Star*.—A weekly journal, published in Bowmanville, County of Durham, C. W., \$2 per annum; a supporter of Protestantism, in politics it may be termed Liberal Reform. Its circulation (at present about 600) is rapidly on the increase, and under the management of its present enterprising proprietor must rise in importance and influence. For advertising rates see letter A. Business cards per annum from \$2 to \$4. J. E. McMillan, Publisher and Proprietor.

156. *Star*.—A weekly sheet, published in Cobourg, County of Northumberland, C. W., \$2 per annum; a Protestant journal, and Conservative in politics; has a healthy circulation of about 1500. For advertising rates see letter A—Edited by Mr. G. Holmes. Messrs. Clench & Floyd, Proprietors.

157. *Sun*.—A weekly Protestant journal, published in Cobourg County of Northumberland, C. W., \$2 per annum. Reform in politics, and circulates chiefly through the County of Northumberland and Durham, the population of the two counties is about 100,000, Cobourg itself having nearly 7,000. This journal has only been 8 years in existence, and from its favorable situation as well as the energy and ability displayed in its management, is likely

to increase steadily in its circulation. For rates of advertising see letter B.—Thos. MacNaughton, Editor and Proprietor.

158. *Sentinel*.—A weekly journal, published at Brighton, County of Northumberland, \$2 per annum in advance. Advertising charges same as described under letter B.

159. *Sun*.—A weekly sheet, published in Orono, County of Durham, C. W., \$2.50 per annum, or \$1.50 in advance; it has a rapidly increasing circulation, (at present about 500,) particularly through Clarke and Manvers; it sustains independent political principles, and on religious matters, thoroughly Protestant. For advertising charges, see letter B. If inserted in the *Day Dawn*, (see No. 55,) 50 per cent extra charged.

160. *Spectator*.—A Conservative Journal, published by W. Gillespie, in the City of Hamilton, County of Wentworth. Daily, \$5; Semi-weekly, \$3; and Weekly, \$1 per annum, in advance.

161. *St. Mary's Argus*.—A weekly journal, published in St. Mary's, County of Perth, C. W. \$1.50 strictly in advance. This journal has only been in existence since 1st January, 1857; it upholds a spirit of independence regarding politics; is thoroughly Protestant on religious subjects; and has already a circulation of between 600 and 700, and for many good reasons, it is not unlikely to increase rapidly. Advertisements inserted per square (not exceeding 12 lines) 3 weeks, \$1; three months, \$3; one year, \$6; for a column 3 months, \$15; 6 months \$25; one year \$40.

163. *Sentinel*.—A weekly paper, published at Oakville, County of Halton, \$2 per annum. In political matters it is evidently Conservative, although somewhat liberal; and on subjects of a religious nature, Protestant. It has a good circulation, and is highly spoken of throughout the county in which it is published as an upright, consistent, and interesting family journal. The rates of advertising are same as described under letter B.

164. *Standard*.—A weekly paper published at Simcoe, County

of Norfolk. \$2 per annum in advance. This journal is in its tenth year and stands high in public estimation; in politics it is a supporter of honorable Conservative principles, and thoroughly protestant on religious subjects. The circulation ranges from 700 to 800. Small advertisements inserted at usual rates; a column for one year, \$50. T. B. Abbott, Editor.

165. *Sentinel*.—Published in Woodstock, County of Oxford, C. W. A weekly journal, at \$2.50 per annum or \$2 in advance; Reform in politics, and a firm supporter of Presbyterianism; the circulation is about 1000, principally within the town and county. Next volume to be improved (January, 1857,) cash system adopted, also a reduction in price of subscription and advertising charges. For present rate of advertising, see letter B; the discount allowed on 3 months' advertising is $12\frac{1}{2}$ per cent., or 12 months 25 per cent., and for cash 6 months in advance, an additional 25 per cent. J. McWhinnie & Son, Proprietors.

166. *Sherbrooke Gazette*.—A weekly journal published in the town of Sherbrooke. \$1.50 per annum in advance. This is a strong, influential and protestant paper, independent in politics, and conducted in such a manner as to win the confidence, esteem and patronage of a large number of subscribers, chiefly in the Eastern townships; it is also about the oldest journal in that section of Canada, and offers a good medium for communicating with a respectable class of people. Advertisements, per square, ten lines, (solid minion) 3 insertions \$1, each additional five cents; each additional insertion, (per square,) 17 cents.

167. *Semur Canadien*.—A weekly journal, published in the City of Montreal, C. E., \$1.50 per annum in advance. It is neutral in politics, and the only French Protestant newspaper published in Canada, and has an extensive circulation, which is chiefly confined to the eastern part of the province, amongst an intelligent and respectable class of people. For rates of advertising, see Montreal Tariff.

Semur Canadien.—Un Journal publie a Montreal, C. E., chaque semaine, \$1.50 par annee, payable d'avance. Il n'a pas politiques; et le seul Journal Protestant Francais, publie dans Canada. Il a une grande vaste circulation, qu'il est reprimée principalement a d'est portions du Province, et parmi les habitans intelligents, et honorables. Pour prix d'avertier, see tariff.

168. *Spirit of the Times*.—Published in Woodstock, County of Oxford, \$2 per annum. This journal is only issued weekly at present, it has been in existence three years, and the extensive public patronage has induced the proprietor to issue a semi-weekly edition, commencing in January 1858, it is an advocate of our Railways, an organ of the Conservative party, and thoroughly Protestant though not sectarian on religious matters. For advertising rates see letter B.

169. *Standard*.—A weekly journal, published in Brampton, County of Peel; \$2 per annum in advance. Conservative in politics, and an interesting Protestant family paper, it is also a good advertising medium, circulating amongst a wealthy and enterprising class of people to the number of between 900 and 1,000. For advertising rates see letter B.—W. J. Squire, Publisher.

170. *Sentinel*.—The only paper published in the town of Cayuga, it being the County Town of Haldimand, it is a weekly sheet, \$2 50 or \$2 in advance. Liberal in politics, and a supporter of Protestantism, circulation about 1,200. For advertising rates see letter B.

171. *Standard*.—A weekly newspaper, published at Napanee, County of Lennox; \$2 50, or \$2 per annum in advance. This journal is a supporter of Protestantism and an advocate of Conservative principles, its present circulation ranges about 600, it is much more consistent and reasonable in many points than some others, and its remarks are often quoted with confidence as good authority, it is a good medium for advertising, particularly those of a sterling character. For rate of charges see letter A.

172 *Star*.—A weekly journal, published in Paris, County of Brant; \$2 per annum. On matters of religion Protestant, and in politics Liberal. For rate of advertising see letter B —Circulation between 1,100 and 1,300.

173. *Times*.—A weekly journal, published in Owen Sound, County of Grey, C.W., \$2 per annum strictly in advance. It is the only Conservative paper printed in the County, and has a good circulation, particularly in the Northern Townships, say about 800, on religious subjects it is a firm supporter of Protestantism. Rate of advertising see letter B. A square of 10 lines \$4 per annum. P. C. Laurie. Publisher.

173½. *Times*.—A Protestant journal, published in the City of Hamilton, County of Wentworth, of which three editions are issued, viz. :—daily, \$6; semi-weekly, \$3, and weekly, \$1.50 per annum. This sheet is conducted with much ability and enterprise. The daily has a very extensive circulation in the different Towns of Canada West, but chiefly in the City of Hamilton, numbering some 1600. The circulation of the semi is near 1000; that of the weekly about same as daily, embracing a wide and extensive range of country, chiefly amongst farmers. For advertising rates in daily and semi, see letter B. Advertisements in weekly, as agreed upon.

174. *Transcript*.—A daily, tri-weekly and weekly journal, published in the City of Montreal, C. E. Daily and tri-weekly, (six months each,) \$5; weekly, 1.50, per annum, in advance. The daily edition has a very extensive city circulation, and the tri-weekly a much greater, in and near the city, while the weekly is to be found in almost every part of Canada East, (see remarks to advertisers.) Regarding politics, it may be termed an Independent or Liberal; at all events, it participates in the opposition spirit. As to matters of a religious nature, it is faintly Protestant, and the principal Proprietor is a much respected Roman Catholic. It stands

prominent among the other Montreal journals, and is one of the best advertising mediums. For rates, see Tariff.

175. *True Witness*.—A weekly journal, published in Montreal, C. E., \$2.50 per annum. It professes neutrality in politics; on religious matters it takes a prominent part in support and defence of the Roman Catholic Creed. The sheet is large, and presents a very creditable appearance. The circulation amounts at present to about 3000. For terms of advertising, see letter B. J. Gillies, Publisher. G. E. Clerk, Editor & Proprietor.

176. *Telegraph*.—A Protestant weekly journal, published in Prescott, County of Grenville, C. W., \$2, or \$1.50 per annum, in advance. Reform in politics, and has a steadily increasing circulation, (at present about 600.) Rates of advertising, see letter B. Yearly advertisements, \$30 per column, or \$18 per half column. Stephen B. Merrill, Editor and Proprietor.

177. *Transcript*.—A weekly journal, published in Colborne, County of Northumberland, C. W., \$1 per annum, in advance; it may be termed neutral in politics and religion, and it claims Independence in all matters. The circulation is about 1000. For small advertisements, see letter A.; for a square of 16 lines, 1 year, \$10; for one month, \$1.50; 2 squares, one year, \$16. Cards inserted in "Business Directory," \$3 per year. Merchants and others advertising by the year will receive an "Editorial Notice," the insertion of a "Business Card," and be allowed to "renew" every three months, without extra charge.

178. *Telegraph*.—A weekly paper, published at Berlin, County of Waterloo, \$2 per annum; it is non-Sectarian regarding religious matters, and advocates reform in politics. Many of the subscribers to this journal are wealthy farmers of German descent; it has a wide spread circulation principally in western part of the Province, of about 900. For rates of advertising, see letter B. D. MacDougall, Publisher.

179. *Times*.—A weekly journal, published in Picton, County of

Prince Edwards, C. W., \$2, in advance; it is a promoter of Protestant principals, and in politics, advocates Reform. It has a circulation of about 1000. For advertising rates, see letter A. A column, \$32 per annum, or \$48 charged quarterly. R. Boyle, Publishers.

180. *Tribune*.—A weekly paper, published in Dundas, County of Wentworth, \$2 per annum, in advance. Rates of advertising, same as described under letter B.

181. *Times*.—A weekly journal, published in Brampton, County of Peel, \$2.50 or \$2, in advance. It is a firm supporter of Protestant principals and Upper Canadian Interests, and although it is yet only in its infancy, the actual subscribers number between 900 and 1000, chiefly amongst farmers residing in and near the County of Peel, one of the most wealthy and thriving Counties in Canada. It is the only reform journal published in the county, and from the ability and untiring energy displayed by the Proprietor, must rapidly increase in circulation, and ere long hold a powerful and influential position amongst Canadian journals. These considerations, as well as its proximity to the City of Toronto, recommend it to the particular attention of advertisers. Yearly advertisements inserted at 50 cents per line. For rates of short advertisements, see letter B. Thos. Sellar, Proprietor and Editor.

182. *Times, (late Old Countryman)*.—A semi-weekly and weekly newspaper, published in Toronto, County of York; semi, \$4 per annum, or \$2 per annum, in advance; weekly, \$2, or \$1 per annum, in advance. This is a small but by no means an insignificant sheet. In politics, it is a stiff Conservative, or rather may more appropriately be styled a Tory; it commenced with an exceedingly small subscription list, circulating amongst a few who chiefly were members of the English Episcopal Church; but soon the ability, tact, and discretion, together with the ever ready sharp criticisms on the conduct of men and matters in general, with an obvious display of a strong undaunted spirit of enterprise in its management, gained for

it a rapid increase of circulation, combined with a large share of public respect and patronage. The weekly circulation is more particularly intended for mailing to the mother country; the circulation in which place alone (some 600) is greater than that of any other Canadian journal. It has also lately become one of the Government organs, and apparently receives a good share of its advertising patronage, see rates under letter B. English agent, Mr. S. Deacon, 104 Leadenhall Street, London.

184. *Tribune*.—A weekly journal, published in *Sarnia*, County of Lambton, \$2 per annum, in advance. This paper made its first appearance in July 1857, with some 300 or 400 subscribers, and in the course of three months, the number of actual subscribers has swelled to between 600 and 700. Neutral on religious subjects and chiefly devoted to mercantile, shipping, and railway intelligence; in politics, it advocates reform. For advertising charges, see letter A. Business cards, per annum, not exceeding 4 lines, \$2, or 50 cents per line, however many. W. Burness, Publisher.

186. *Times*.—A weekly journal published at Aylmer Village, County of Ottawa, C. E., \$2, or \$1 per annum, in advance. This is an excellent advertising sheet, although the greater proportion of subscribers reside in the Counties of Ottawa, Pontiac, Carleton, and Renfrew, still it has a widely scattered circulation throughout nearly the entire Province, and not a few in the Northern States. The regular circulation is somewhat between 1000 and 1100; it comes out as a progressive Reformer in politics, and in matters of religion, it is decidedly Protestant. Advertising rates, see letter A. One square (of 21 lines brevier,) \$12 per annum; two squares \$20; half column, per year, \$32, whole column, \$60. W. Allen, Publisher.

188. *Watchman*.—A weekly newspaper, published in Port Hope, County of Durham, \$2, or \$1.50 per annum, in advance. A thorough Conservative in politics, and on other matters, a good moral Protestant family paper; it has a fair circulation. The sub-

scribers are more widely scattered than is generally the case with country papers. For advertising rates, see letter B.

Warder.—Published at Dundas, County of Wentworth; tri-weekly, \$2, and weekly, \$1 per annum, in advance. Advertising rates similar to those described under letter B.

190. *Weekly Flag*.—Published in Brighton, County of Northumberland, \$2 per annum. Advocates reform in politics, and Protestantism supported to whatever extent it may take part. The circulation is between 500 and 600. For short advertisements, see letter A. Yearly, a whole column, \$18, or a half column, \$12.

N. B.—It is at this office the *Christian Banner* is published—a monthly magazine devoted to matters of a strictly religious character. Terms, \$1 per annum, in advance. Oliphant & Spence, Publishers.

191. *Warder*.—A weekly paper, published at Aylmer, County of Elgin, at \$2 per annum, or \$1.50 in advance. It is a Protestant sheet, but in politics, is neither a clear Conservative nor Reformer, and may be classed as Independent. It has a fair circulation, and the charges for advertising are somewhat lower than those described under letter A.

192. *Western Canadian Commonwealth*.—A weekly paper, published at Kincardine, County of Bruce, \$2 per annum, strictly in advance. Liberal in political matters, and a faithful promoter and defender of Protestant principles; it is chiefly devoted to news and the interest of the farming community; it has only been in existence a short time, and already has over 800 subscribers, embracing a wide range in the western district. Advertising rates similar to those described below letter B. Jno. M. Lay, Editor.

193. *Weekly Post*.—A political and religious newspaper, published at Beaverton, County of Ontario, \$2.50 per annum, or \$2 if paid within six months, or \$1.50 if paid in advance; in politics, it takes the part of a Liberal or Independent, and gives its aid and

influence in favor of Protestantism; it is a good family journal, and has a circulation of better than 600, chiefly in and throughout the Counties of Ontario, Simcoe, and Victoria. For rates of Advertising, see under letter A. Robinson & Harris, Proprietors.

194. *Welland Herald*.—A weekly newspaper, published at Fonthill, County of Welland, \$2 per annum, in advance. This journal is somewhat liberal on political matters, and its columns are open to religious correspondence; but it claims to be free from party bias or partiality towards any religious sect; Spiritualism has here a friend. The circulation at present ranges about 600. For advertising rates, see letter A. A. Dinsmore, Editor and Proprietor.

195. *Warder*.—A weekly journal, published in Omcmeec, (late Emily,) County of Victoria, C. W., at \$1.50 per annum; it advocates Conservatism in politics, and is a supporter of Protestant principles. The circulation is about 600. For advertising rates, see letter A.

196. *Vindicator*.—A weekly journal, published in Oshawa, County of Ontario, C. W., \$2, or \$1.50 per annum, in advance. Advocates Radical Reform in politics, and supports liberty of conscience in all matters, particularly those of a religious nature. Circulation about 500. For advertising rates, see letter B. A semi-monthly publication is also issued, advocating Christian principles, which has a circulation of about 400. Advertisements of an appropriate character, inserted at 10 cents per line, each insertion. Luke and Orr, Publishers.

197. *Canadische Bauernfreund*.—A German paper, printed weekly at Waterloo Village, County of Waterloo, \$2 per annum. It is a large sheet of 28 columns; a reformer in politics, and silent or neutral on subjects of a religious nature; it appears to be conducted in a very creditable manner, and its rates of advertising are lower than usual, viz.: 5 cents per line, first insertion, and 1½ cents per line each subsequent insertion; the circulation is something over 500. Jacob Teuscher, Editor.

198. *Gazette de Sorel*.—A French journal, published at Sorel, District of Montreal, during sittings of Parliament, (or six months in the year); it is issued semi-weekly and weekly, during the other six months, price per annum, \$2. It is independent in politics, and has a subscription list of some 1100 to 1200; it succeeds the paper formerly known as the *Bas. Canada*, and is also conducted by one of the late proprietors of that journal, and differing from it by coming boldly out in defence of the Roman Catholic faith, the other late proprietor of the *B. C.*, having now the management of a ministerial paper. For rates of advertising, see letter B. Yearly advertisements, whole column, \$44; for six months, \$25; for three months, \$15.

199. *Atlas*.—A tri-weekly journal published at Port Hope, County of Durham, \$5, or \$4 per annum, in advance. This paper is issued in place of one called *The British Standard*, (see No. 14). It commenced immediately after the demise of that sheet, the first number making its appearance on 20th October 1857, with a subscription list of better than 300. It claims Liberty in politics and takes no part in religious matters, the usual contents being of a political or commercial character; the sheet presents a very creditable appearance, and while so ably conducted as by the present enterprising Editor, (C. Roger,) must rapidly increase in circulation and rise in importance and influence. For rates of advertising see letter A.

200. *Messenger*.—A weekly paper published at Millbrook, in Cavan, County of Durham, \$1 50 per annum, in advance. This journal has only been in existence since August 1857; it is conducted on strictly Protestant principles, and although a Conservative is somewhat Liberal in politics, it has adopted the motto, *Prove all things, Hold fast that which is good*. It has started with a fair prospect, the subscription list amounting now to nearly 1000, and good advertising patronage, for rates of which see letter A. Business cards not exceeding six lines, \$3 per six months in advance,

if not over ten lines, \$4. Space measured for solid Brevier. A. E. Hayter, Proprietor and Publisher.

201. *Comet*.—A weekly journal published in Owen Sound, County of Grey, \$2 per annum. It supports Protestant principle, and may termed Liberal in politics; it receives, and deservedly so, a good share of public patronage. Advertising rates similar to such as described at letter A. Owin Vandusin, Editor and Proprietor.

202. *Zeilenspiegel*.—A weekly journal published in Berlin, County of Waterloo, \$2 per annum; somewhat extensively patronized, chiefly by the German population; it professes to be non-political, it has been in existence about one year; is a strong and bold defender of the Roman Catholic faith, and has a circulation of upwards of 1500. The rates of advertising are similar to that described at letter B. Chas. Sfeiffer, Editor.

203. *German Canadian*.—A weekly newspaper published at Berlin, County of Waterloo, \$2 per annum. This paper as its name indicates, is printed in the German language, and its circulation is chiefly confined to that class of people; it is got up in good taste, advocates Reform in politics, and professes Neutrality on religious matters. The circulation is about 1000. Advertising rates same as described under letter B. D. McDougall, Publisher.

204. *Morning Star*.—A weekly Reform journal published at Southampton, County of Bruce, \$1 50 in advance, a supporter of Protestant principles, and although it only lately made its first appearance, the yearly subscribers already number over 500. For rates of advertising see letter B. The rate of discount is 20 per cent on quarterly and 25 on half-yearly advertising.

205. *Herald*.—A weekly journal published in Niagara City, County of Niagara, \$1 50, per annum, or \$1 25, if paid within six months, or \$1 per annum, in advance. Liberal or Independent in politics, holding somewhat a Neutral position regarding religious matters. Properly speaking, this is a United States journal, being

printed and chiefly circulated on that side of the line, the number of subscribers in Canada forming only about one-fourth of the whole, or better than 150 names. Advertising one square, (12 lines) 50 cts. and 25 cts each additional, whole column one year \$30, half column \$20, quarter column \$10 per annum. M. T. Hackstaff, Agent.

206. *Chronicle*.—A weekly journal published in the Town of Whithy, County of Ontario, \$2 per annum, in advance. This paper has only been in existence since last November, (1857,) it was established upon the ruin of the *Ontario Reporter*, and has already a circulation approaching to 1300. In politics it may be classed as a Reformer but independently so, inasmuch as not associating itself with any of the present political combination; on religious matters it upholds in a greater or less degree, a Non-Sectarian position. The Editor, however, as well as the Proprietors are Roman Catholic, and merit public patronage by the enterprising, impartial, and straightforward manner in which the journal is conducted. It is a large sheet (32 columns,) and enjoys an extensive advertising patronage, it is in contemplation to issue a semi-weekly edition during the sitting of Parliament For rates of advertisement, see letter B.

207. *Observer*.—A weekly Reform journal, published at Prince Albert, County of Ontario, \$2 per annum, in advance. This is a Protestant journal, and has only been in existence since Nov. 1857, it presents a very creditable appearance, and no doubt will ere long hold a prominent and influential position. Advertising charges similar to such as described under letter B.

LIST OF NEWSPAPERS IN EACH COUNTY.

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There are Twenty Daily Issues. See following Nos. 114, 124,
 104, 103, 12, 36, 83, 110, 78, 20, 148, 2, 66, 174,
 72, 82, 160, 137, 7, 19.

There are Eighteen Tri-weekly Issues. See following Nos. 136,
 103, 41, 107, 106, 102, 136, 36, 116, 199, 78, 127,
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There are Fifteen Semi-weekly Issues, viz.:—141, 121, 12,
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There are One Hundred and Fifty-six Weekly Issues. See Nos.
 50, 123, 114, 177, 46, 155, 158, 81, 113, 204, 80,
 67, 135, 10, 170, 165, 95, 123, 17, 18, 76, 97, 92,
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N. B.—The numbers which are omitted belonged to Journals which have lately ceased to exist and, consequently, have been withdrawn.

POLITICS OF NEWSPAPERS.

The principal Liberal or Independent Journals, number Fifty-Seven, see following Nos. 159, 104, 113, 67, 170, 95, 172, 107, 38, 150, 1, 101, 12, 98, 6, 138, 133, 199, 198, 201, 53, 54, 161, 5, 148, 62, 59, 32, 126, 52, 192, 142, 166, 447, 56, 205, 71, 127, 57, 64, 66, 194, 73, 33, 94, 193, 174, 68, 69, 34, 58, 105, 82, 206, 151, 44.

The principal Reform Journals number Forty-seven, see following Nos. 155, 141, 204, 10, 165, 18, 97, 92, 84, 129, 196, 43, 190, 184, 181, 179, 176, 157, 144, 120, 109, 106, 102, 91, 87, 86, 11, 60, 26, 112, 153, 21, 197, 39, 186, 178, 203, 118, 78, 77, 130, 15 3, 24, 61.

There are Forty-three Conservative Journals, see following Nos. 123, 114, 50, 124, 46, 81, 80, 195, 17, 76, 136, 156, 119, 103, 41, 173, 115, 30, 168, 136, 100, 30, 83, 152, 8, 20, 29, 184, 163, 74, 169, 23, 171, 63, 4, 72, 188, 55, 149, 110,* 139,* 182,* 160.

* These may perhaps more appropriately be termed Tory.

A large proportion of those Liberal or Independent Journals support a sort of demi-Roman Catholic Principle; the remainder may almost be termed Reform and Protestant.

There are One Hundred and Four Protestant Journals, particulars of which may be seen by reference to the following Nos. 121, 123, 50, 124, 46, 155, 159, 81, 204, 80, 67, 195, 17, 18, 76, 92, 136, 172, 156, 119, 148, 38, 43, 181, 173, 150, 144, 115, 109, 91, 30, 11, 101, 154, 168, 60, 12, 25, 26, 98, 136, 112, 100, 138, 36, 83, 152, 133, 201, 8, 21, 128, 186, 110, 139, 161, 118, 40, 78, 20, 29, 77, 5, 148, 62, 130, 126, 164, 192, 3, 142, 166, 147, 163, 24, 74, 169, 23, 61, 56, 71, 171, 57, 66, 63, 73, 94, 37, 193, 27, 4, 174, 182, 65, 68, 69, 167, 72, 188, 55, 47, 160, 137.

There are Eighteen Roman Catholic Journals, see following Nos. 104, 41, 175, 102, 198, 202, 50, 32, 127, 33, 141; 117, 34, 135, 105, 82, 206, 151.

There are Thirty-five Journals holding (at least professedly,) a Neutral position in reference to matters of a Religious nature, see following Nos. 114, 113, 122, 97, 84, 129, 103, 107, 196, 190, 184, 179, 176, 157, 120, 160, 87, 86, 1, 6, 199, 153, 54, 197, 39, 178, 203, 15, 52, 205, 2, 64, 194, 58, 7.

There are Twelve Journals, (professedly) Non-Political, see following Nos. 146, 175, 121, 154, 25, 128, 202, 40, 37, 65, 167, 47.

There are Two Journals which do not profess to take any part in either Political or Religious matters, say Neutral regarding both, Nos. 177, 122.

TABLE—SHOWING THE POPULATION OF THE DIFFERENT CITIES, TOWNS, AND VILLAGES, IN WHICH NEWSPAPERS ARE PRINTED.

NAME.	COUNTY.	POPULATION.	NAME.	COUNTY.	POPULATION.
Aylmer	Ottawa	1500	Newhamburg	Waterloo	1100
Aylmer	Elgin	650	Newbury	Addington	900
Ayr	Waterloo	1000	Newcastle	Durham	1250
Barrie	Simcoe	2800	Newmarket	York	...
Beaverton	Ontario	600	Niagara	Lincoln	800
Belleville	Hastings	7000	Oakville	Halton	2000
Berlin	Waterloo	1500	Onemee	Victoria	400
Boumanville	Durham	4000	Onono	Durham	800
Bradford	Simcoe	800	Oshawa	Ontario	3000
Brantford	Brant	8000	Ottawa	Carleton	10000
Brampton	Peel	2000	Owen Sound	Grey	2000
Brighton	Northumberland	1500	Paris	Brant	2000
Brockville	Leeds & Grenville	5000	Pembroke	Renfrew	700
Caledonia	Haldimand	1300	Perth	Lanark & Renfrew	2500
Carleton place	Lanark	600	Peterborough	Peterborough	4000
Cayuga	Haldimand	700	Pictou	Prince Edwards	2000
Chatham	Kent	6000	Port Dover	Norfolk	900
Cobourg	Northumberland	7000	Port Hope	Durham	5000
Colborne	Northumberland	1100	Prescott	Leeds & Grenville	4000
Collingwood	Simcoe	2000	Preston	Waterloo	1800
Cornwall	Stormont	2500	Quebec	...	60000
Drummondville	Welland	700	Richmond Hill	York	900
Dundas	Westworth	3000	Sandwich	Essex	1100
Durnville	Haldimand	1500	Sarnia	Lambton	1200
Elora	Wellington	1200	Sherbrooke	Compton	3000
Fergus	Wellington	1000	Simcoe	Norfolk	2000
Fonthill	Welland	300	Sorel	Montreal	4000
Galt	Waterloo	3000	Southampton	Bruce	500
Goderich	Huron	4000	Starstead	Starstead	1000
Granby	Shefford	400	Stratford	Perth	3500
Guelf	Wellington	4500	Streetsville	Peel	2500
Hamilton	Westworth	29000	St. Catharines	Lincoln	6500
Ingersoll	Oxford	2800	St. Hyacinth	St. Hyacinth	5000
Kemptville	Grenville	1350	St. John's	St. John's	4500
Kingston	{ Frontenac, Lennox, } and Addington. }	15000	St. Mary's	Perth	2500
Kincardine	Bruce	1000	St. Thomas'	Elgin	3000
Lindsay	Peterboro	1100	Thorold	Welland	2500
London	Middlesex	16000	Three Rivers	St. Maurice	7000
Markham	York	1000	Toronto	York	5000
Millbrook	Durham	1000	Waterloo, E.	Shefford	200
Merricksville	Leeds & Grenville	1000	Waterloo, W.	Ottawa	1600
Milton	Halton	1100	Whitby	Ontario	3500
Montreal	Montreal	75000	Windsor	Essex	3000
Napanee	Lennox	2000	Woodstock	Oxford	5000

ADVERTISING RATES.

A.

Smallest Advertisements, Six lines and under, 50 cents for first insertion, for each subsequent insertion, 12½ cents; more than Six and under Ten lines, 3s. 4d. for first insertion, and 17 cents for each subsequent insertion.

B.

(Smallest Advertisement counted as Ten lines.)

Advertisements of Ten lines or over 7 cents per line for first insertion, and 2 cents per line for each subsequent insertion; when advertisements above Ten lines, either from their length or number of insertions, amount to \$4, a discount varying from 25 to 50 per cent is generally allowed to private advertisers, when prompt cash payments are made. The above does not apply to Public Companies, Steamers, &c., the Tariff for such being as may be agreed upon.

TARIFF OF ADVERTISING, *agreed upon at a Meeting of the Montreal Press, in April, 1854.*

The number of lines of all advertisements to be counted by the space they occupy, measured by a scale of solid Brevier.

Six lines and under, 2s. 6d. for first insertion, and 7½d. for every subsequent insertion.

Ten lines 3s. 4d. for first insertion, and 10d. for every subsequent insertion.

Above Ten lines, 4d. per line for first insertion, and 1d. per line for every subsequent insertion.

Subsequent insertions not ordered oftener than once a week. 2d. per line.

“Business Notices.”—All matter under this heading, leaded or

solid, 4d. per line, measured by a scale of solid Brevier if over ten lines; under ten lines, 3s. 4d.; under six lines, 2s. 6d.

Other Notices in editorial columns, the object of which is to promote the pecuniary or private interests of individuals or Companies, such as Reports of Banks, Insurance Companies, Notices to attend Lectures, Amusements, Meetings, Sermons, Acknowledgements of Donation, &c.—to be considered Advertisements, and charged on the same scale and in the same manner as “Business Notices.”

Notices of Births, 1s. 3d. each—to be paid in advance.

Notices of Marriage, 2s. 6d. each—to be paid in advance.

Notices of Deaths, 1s. 3d. each; if accompanied by invitation to funeral, 2s. 6d.—to be paid in advance.

YEARLY AGREEMENTS.

The Square to be twenty-two lines of solid Brevier.

The half-square to be twelve lines of do. do.

Price for square, for one year, £12 10s., and the privilege of altering limited to once a month.

Price for half-square, £8 10s. per annum, with same privilege.

Advertisers by the square, who exceed the limits of their agreements will be charged for the extra space they occupy on the scale of yearly rates.

No advertisement shall be considered to come under a yearly agreement, unless previously stipulated for as such.

N.B.—The square to be confined to the ordinary business of Commercial Houses, and for such houses it will not be held to include Auction Sales, Advertisements of Ships, Removals, Copartnership Notices, Private Advertisements of individual members of Firms, Houses or Property to Let or for Sale.

OBSERVATIONS.

As a general rule, no Advertisements are considered as coming under the yearly rate of charges, unless such is previously understood and agreed upon by the parties.

All Yearly Advertisements must be confined to the advertisers regular business. All those, such as Auction Sales, Houses to Let, Dissolution of Partnerships, Ships or Steamers, Legal Notices, &c., are charged separately.

The general charge for inserting Births, Marriages, or Deaths, is 50 cents.

No discount allowed when advertisements are ordered to appear only once, twice, or three times per week, in a daily journal.

All orders for the insertion or discontinuance of advertisements, are required to be in writing. Advertisements ordered for insertion till forbidden, and such as are not accompanied with any specific instructions, are inserted until written orders are received for their discontinuance.

NAME AND SIZE OF TYPE GENERALLY USED FOR ADVERTISEMENTS.

ONE INCH.	Nonpareil Type.	1—	Minion Type.	1—	Brevier Type.	1—	Bourgeois Type.	1—	Long Primer Type.	1—	Pica Type.	1—
		2—		2—		2—		2—		2—		2—
		3—		3—		3—		3—		3—		3—
		4—		4—		4—		4—		4—		4—
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		10—		10—		10—		10—		10—		10—
		11—										
		12—										

NOTE.—There are some nineteen different sizes in ordinary Printing, but the above are generally used or counted in measuring Advertisements. When set in Nonpareil, generally 10 words make a line, in a column of usual width; if set in Minion, 9 words; in Brevier, 8 words; in Bourgeois, 7 words; in Long Primer, 6 words; in Pica, 5 words.

EXAMPLE. An Advertisement of 80 words Brevier, makes 10 lines, which at the usual price 7 cents per line, makes 70 cents; to this must be added the number of lines occupied by heading (or other display,) say four lines 7 cents makes 28, which added to the former makes a total cost of 98 cents for first insertion, and each subsequent insertion according to charge per line.

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